

# Community Advocacy for Tobacco Policy Compliance: Smoke-Free Air For Everyone

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The SAFE Project (Smoke-Free Air For Everyone) was initiated in 48 rural Missouri communities to examine the effectiveness of two approaches to community-based advocacy for clean indoor law compliance and the effects that such compliance would have on youth smoking initiation. The randomized community trial assigned 16 communities to a social action approach to advocacy, 16 communities to a locality development approach, and 16 communities to a control group. The SAFE Project baseline and followup assessments of business clean indoor air compliance and youth smoking were completed in 1999 and 2002, respectively. During the 3-year intervention period, community coalitions were created and multiple activities were implemented in the 32 intervention communities. A third round of evaluation is planned for 2004 to examine the long-term impacts of community advocacy on clean indoor air compliance and the effect of clean indoor air compliance on youth smoking behavior. Analysis results indicate that the locality development approach to clean indoor air advocacy was not effective. However, after adjustments for covariates, the social action approach was shown to be effective in increasing business posting of no-smoking signs ( $p=.07$ ) and increasing overall compliance with the state clean indoor air law ( $p=.10$ ). Other factors that were important in predicting overall compliance included whether the community was a college town, the percent of businesses out of business in the past 3 years, whether the parent company had a corporate clean indoor air policy, whether the local community had a clean indoor ordinance, and whether customers advocated for the right to smoke in the business. Ongoing analyses are examining the effect of clean indoor air compliance and other factors on youth smoking initiation.